

Our Mission: Michigan

Building healthier lives, free of
cardiovascular diseases and stroke.



We're working to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular disease and stroke by 20% by the year 2020.



Heart & Stroke Research

AHA-funded research advances include the artificial heart valve, CPR, pacemakers, bypass surgery, drug-coated stents, heart defect repair and lifesaving drugs.

- \$3.4 billion invested nationwide since 1949 • 13 AHA-funded researchers have won Nobel Prize.
- over \$9.3 million invested in Michigan in 2012



Funding Our Mission

82.6 million heart disease and stroke survivors are living proof that donations make a difference.

- Opportunities include Heart Walks, Heart Balls, Go Red Luncheons, Jump/Hoops For Heart, Red Outs, workplace giving and planned giving
- \$8,752,768 raised statewide last year

CPR and First Aid

80% of out-of-hospital cardiac arrests occur at home. Bystander CPR can double or even triple your odds of survival. Last year:

- 13 million Americans trained
- 358,935 Michigan residents trained



High-Risk Populations

African Americans have almost twice the risk of stroke. Their prevalence of high blood pressure is the highest in the world.

- 96 Power To End Stroke volunteer ambassadors reached 51,267 African-Americans
- launching new Get to Goal blood pressure control program



School teacher **JENNIFER KLINE**, whose heart defect was undetected 20 years, has had three heart surgeries. She's now a Go Red For Women® volunteer in the Owosso area in gratitude for research funded by the American Heart Association.

Healthy Communities

Less than 1% of all Americans have ideal heart health. Recent public policy victories:

- additional \$2.25 million in state funding for hypertension, physical activity, nutrition and quit-smoking programs
- smoke-free law covers all worksites statewide, including bars and restaurants
- additional state funding for schools that offer physical education consistent with AHA recommendations

We're currently working to strengthen our EMS system to improve emergency care for stroke and heart attack patients.



Quality Health Care

More than 4,600 Americans will have a heart attack or stroke today...by tonight, half of them will lose the fight.

- 70,600 patients in Michigan treated in a Get With The Guidelines® hospital

Healthy Lifestyles

Two-thirds of adults are obese or overweight. Childhood obesity has tripled in the last three decades.

- Last year, more than 20 companies, including General Motors, Campus Martius and the Charles H. Wright Museum, went RED to promote women's heart health
- 136,140 school children fought obesity through Jump Rope For Heart/Hoops For Heart
- Our Heart-Check mark helped grocery shoppers choose heart-healthy foods
- 81 companies with 503,988 employees become Fit-Friendly Worksites
- 1st Teaching Garden in Detroit school • 39 walking paths identified
- 5 cooking classes



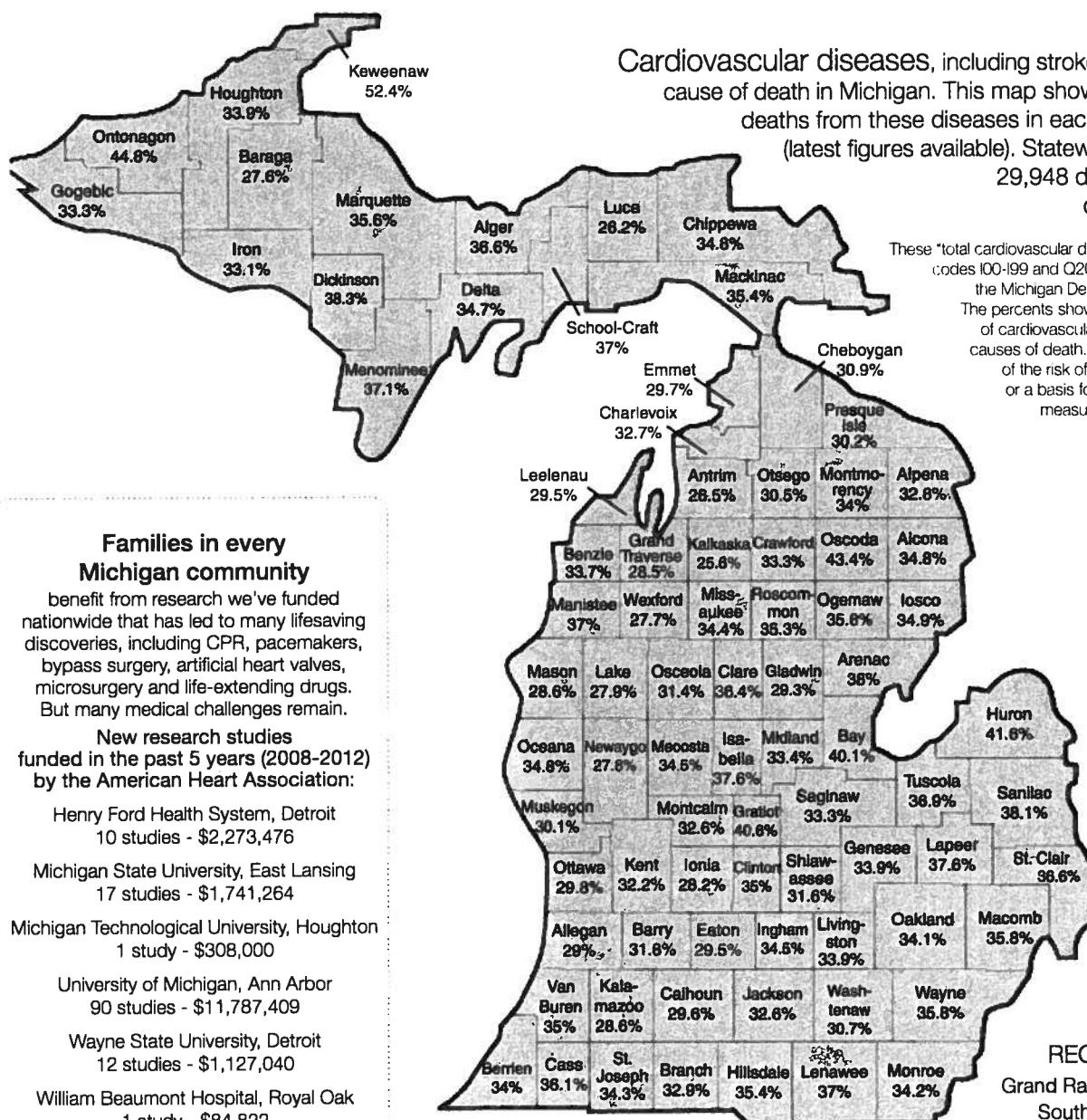
YOU CAN SAVE LIVES!

Volunteer. Donate. Make healthy choices.
Learn CPR. Visit heart.org to learn more!

Heart Disease and Stroke in Michigan

Cardiovascular diseases, including stroke, are the leading cause of death in Michigan. This map shows the percent of deaths from these diseases in each county in 2010 (latest figures available). Statewide, they caused 29,948 deaths (34% of all deaths) that year.

These "total cardiovascular disease" statistics [ICD/10 codes I00-I99 and Q20-Q28] were provided by the Michigan Dept. of Community Health. The percents show the relative importance of cardiovascular disease and stroke as causes of death. They are not a measure of the risk of dying of these diseases or a basis for comparing counties or measuring progress in lowering death rates.



Families in every Michigan community

benefit from research we've funded nationwide that has led to many lifesaving discoveries, including CPR, pacemakers, bypass surgery, artificial heart valves, microsurgery and life-extending drugs. But many medical challenges remain.

New research studies funded in the past 5 years (2008-2012) by the American Heart Association:

Henry Ford Health System, Detroit
10 studies - \$2,273,476

Michigan State University, East Lansing
17 studies - \$1,741,264

Michigan Technological University, Houghton
1 study - \$308,000

University of Michigan, Ann Arbor
90 studies - \$11,787,409

Wayne State University, Detroit
12 studies - \$1,127,040

William Beaumont Hospital, Royal Oak
1 study - \$84,822

Total: 131 studies - \$17,322,011

REGIONAL OFFICES

Grand Rapids (616-285-1888)

Southfield (248-827-4214)

Okemos (517-349-3102)

• Call us to reach the staff who serve your area of Michigan.

• Visit heart.org and click on "Your Local Branch" for programs and activities near you.

• Visit heart.org or call 800-AHA-USA1 for tools for heart disease and stroke prevention and treatment.

Leading Causes of Death in Michigan

Total Cardiovascular Diseases

including stroke & congenital heart defects 29,948 (34%)

Cancer 20,619 (23.4%)

Chronic Lower Respiratory Diseases 5,079 (5.8%)

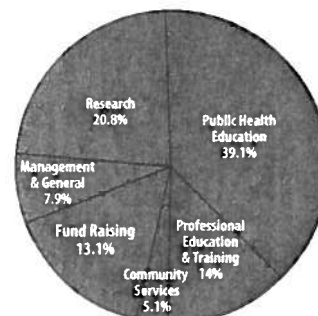
Accidents 3,758 (4.3%)

Alzheimer's Disease 2,735 (3.1%)

Diabetes 2,695 (3.1%)

2010 (latest available)

How Your Donations Save Lives



Nationwide, fiscal year 2011-12 (latest figures available)

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Michigan Schools CPR/AED Drill Week

February 4 - 8, 2013

How quickly can your school respond to a cardiac emergency?

Did you know that every minute wasted can be a 10% greater chance of major brain damage or death?

Performing regular CPR/AED Practice Drills is the best way to test the effectiveness of your emergency response plan.

CPR/AED Practice Drills can help you learn where you can save valuable time in an emergency.

Make the commitment to hold a drill during one of the designated weeks!



Practice makes perfect!



Please visit www.aeddrill.com for more information.

The Kimberly Anne Gillary Foundation (www.kimberlysgift.org; (248) 528-0440)



In memory of Kimberly Anne Gillary
August 21, 1984 - April 1, 2000

2012 Hands-Only™ CPR Fact Sheet

Know disco? You can help save a life if you do.

If you see a teen or adult collapse, call 9-1-1 and push hard and fast in the center of the chest to the beat of the classic disco song "Stayin' Alive." The American Heart Association's Hands-Only CPR at this beat can more than double or triple a person's chances of survival.

Take 60 seconds and hustle to heart.org/handsonlycpr to learn how you can help save a life.

WHY LEARN HANDS-ONLY CPR?

Sudden cardiac arrest is a leading cause of death. Nearly 400,000 out-of-hospital cardiac arrests occur annually in the United States.

- When a teen or adult has a sudden cardiac arrest, survival depends on immediately getting CPR from someone nearby.
- Sadly, 89 percent of people who suffer an out-of-hospital cardiac arrest die because they don't receive immediate CPR from someone on the scene.
- Most Americans (70 percent) feel helpless to act during a cardiac emergency because they don't know how to administer CPR or they're afraid of hurting the victim. Don't be afraid. Your actions can only help.

BE THE DIFFERENCE FOR SOMEONE YOU LOVE

If you are called on to give CPR in an emergency, you will most likely be trying to save the life of someone you love: a child, a spouse, a parent or a friend.

- 80 percent of sudden cardiac arrests happen in private or residential settings.
- Unfortunately, only 41 percent of people who experience a cardiac arrest at home, work or in public get the immediate help that they need before emergency help arrives.
- Hands-Only CPR has been shown to be as effective as conventional CPR for sudden cardiac arrest at home, at work or in public. It can double or even triple a victim's chance of survival.

DISCO CAN SAVE LIVES

Hands-Only CPR has just two easy steps: If you see a teen or adult suddenly collapse, (1) Call 9-1-1; and (2) Push hard and fast in the center of the chest to the beat of the disco song "Stayin' Alive."

- According to the American Heart Association, people feel more confident performing Hands-Only CPR and are more likely to remember the correct rhythm when trained to the beat of the disco classic "Stayin' Alive."
- "Stayin' Alive" has more than 100 beats per minute, which is the rate you should push on the chest during CPR.

HUSTLE TO LEARN HOW TO SAVE A LIFE

- **Watch the 60-second demo video.** Visit heart.org/handsonlycpr to watch the American Heart Association's Hands-Only CPR instructional video and share it with the important people in your life.

The American Heart Association's Hands-Only CPR campaign is supported by an educational grant from the WellPoint Foundation.

NOTE: The AHA still recommends CPR with compressions and breaths for infants and children and victims of drowning, drug overdose, or people who collapse due to breathing problems.